OVERVIEW

**MICHAEL** LEMMA

WORK EXPERIENCE



LEAD UX/UI DESIGNER

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(732) 757-2130

Hamilton, NJ

**LEAD UX/UI DESIGNER 2022** – **2024**

WSFS

* Built a component design library across web and native mobile.
* Worked closely with Head of Design to establish a new flow for design to development.
* Redesigned the Entire Front-end website (WSFSbank.com).
* Restructured the credit card application flow, as well as open checking account flow.

Spanning decade, Mike is marked by his resilience and adaptability through three major company acquisitions, demonstrating his capacity for successful transitions and leadership. His portfolio includes contributions to high-profile companies like JP Morgan Chase, T-Mobile, and American Express, showcasing his ability to deliver exceptional design work and navigate corporate changes effectively.

**BFA in Graphic Design**

**Savannah College of Art & Design**

Savannah, GA

2006 - 2011

**Master’s in Digital Media**

**Harvard University**

Boston, MA

2023

EDUCATION

**DIRECTOR OF UX/UI 2018** – **2020**

Principal Financial Group (Robustwealth Acquisition)

* Successfully led a team of designers in the development of three financial platforms.
* Played a pivotal role in implementing a component design system to enhance team collaboration.
* Demonstrated leadership in guiding and mentoring a team of designers.
* Facilitated effective collaboration between design and development teams.
* Organized and led user testing sessions, ensuring team involvement and contribution.
* Contributed to the development and implementation of a design system that streamlined collaboration, improving project efficiency and output quality.
* your role

**LEAD UX/UI DESIGNER 2020** – **2022**

Bissell

* Worked closely with Head of Product to establish a new flow for design to development.
* Built a component library across web and native mobile.
* Designed The Bissell App that connects multiple Bissell smart products leveraging IOTA.
* Worked cross functionally with both the web and mobile team.
* Designed blue sky concepts for connected account experiences.

SKILLS

Accessibility

Analytical Thinking
Figma

UI Design

Problem Solving
Prototyping

Platform Design

Product Design
UX Strategy

Wireframing

**CERTIFICATE**

CERTIFIED in Accessibility

2021

Figma

Framer

Adobe Photoshop

Google Slides

TECH SKILLS

**SENIOR UX/UI DESIGNER 2015** – **2016**

ICMS (Acquired Jibe)

* Responsible for all UI visual elements of Jibe's recruitment platforms, and for creating visual engaging elements for mobile and desktop designs. Senior UI Designer involves critical thinking, UX workflows, and collaboration with the Director of UX. Clients Include Walmart, Google, and American Express.

**SENIOR UX/UI DESIGNER 2016** – **2017**

Endava

* As a Senior UX/UI Design, I lead projects and meet with stakeholders drive design decision. The position consists of user research, discovery phases, user interviews, wireframes, prototyping, and presenting to clients. Clients include Wyndham Vacation Rentals, Coldwell Banker, USGA, JP Morgan, and Western Union.

**SENIOR UX/UI DESIGNER 2017** – **2018**

JP Morgan Chase

* Focused on mobile native user experiences for Chase Private Client and JP Morgan apps, emphasizing responsive design.
* Acted as the main point of contact for all mobile-related issues within Direct Wealth Management JP Morgan app and Chase Private Client.
* Utilized pattern libraries and developed new patterns for upcoming features of the applications
* Partnered with user researchers to collect data and feedback through usability testing to guide the design process and enhance user experience.
* Engineered the JP Morgan credit card filtering feature and multiple dashboards for the JP Morgan app

**LEAD UX/UI DESIGNER 2018**

Customers Bank (T-Mobile)

* Concentrated on designing and implementing the perks flow for the T-Money app, catering to both T-Mobile and non- T-Mobile users.
* Responsible for creating and executing a comprehensive design library system to ensure application consistency and coherence.
* Advocated for and enhanced ease of use and accessibility across the application for all user demographics.
* Conducted thorough user research and testing to validate design decisions
* Ensured the final product aligned with the needs and expectations of the target audience through strategic design and testing.

LEAD UX/UI DESIGNER

**Michael** Lemma

WORK EXPERIENCE CONTINUED